Amiga Mail MARKET

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OPENING DOORS IN WASHINGTON

CDM of CBM's FSG discusses the GSA, the FAR, IFBs, RFPs, DPAs, BPAs, POs and SMS.

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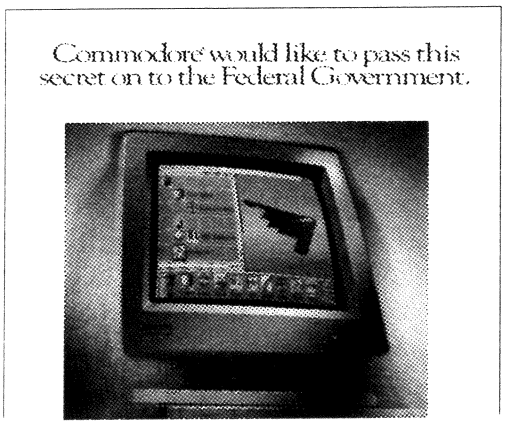

Commodore Business Machines (U.S.) is promoting the Amiga line of computers to U.S. government agencies with the print advertisement shown at left, which has been running in *Government Computer News, Federal Computer Week* and *Washington Technology*. It also appeared in the Federal Computer Conference's show publication in mid-September. The ad, which features an *AmigaVision* screen, supports Commodore's recent listing in the GSA Procurement Schedule (see cover story).

Amiga Mail MARKET

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GSA

What is it and how will it help my business?

by Celeste DeMilt

You've been working on a development for the commercial market. It's a great product and has received a lot of favorable press. One day you get a call from a nearby government office: "We would like to use your product for our new flight simulator. We are prepared to buy $25,000 worth of product. Are Commodore systems on the GSA? If so, we won't need to go to bid with an RFP in the CBD."

"On the what?" you reply, feeling that fearful twinge that means you have entered another world – the one called the Federal Government.

"Our procurement office requires the purchase be done off the GSA schedule. If the major components are on the GSA, we can get a PO out to you shortly. If you are not on it, we will need to look at other systems."

Now what do you do? You have just encountered the reasons doing business with the government can be a love/hate relationship.

The U.S. federal government is the largest customer of information technology in the world. The U.S. government will spend an estimated $3 billion annually by 1990. This figure has nearly doubled in just six years and represents more than one-tenth of the entire U.S. market for information technology. And, while the Defense Department spending gets the biggest headlines, as much as 60 percent of government information technology spending is done by civilian agencies. Even more interesting is that nearly one-half of all expenditures are made through the GSA schedule contract process.

The money is there and, like anything else, the key is knowing how to get it.

The simplest solution is to call Commodore's Federal Group. We have the experience and expertise to help you close this sale. We know the ins and outs of government procurement.

What is the GSA?

Quite simply, the General Service Administration (GSA) is the United States agency responsible for acquiring and maintaining all the goods and services that the federal government, its agencies, and certain other designated organizations need to conduct their business. The GSA has the sole right to grant purchasing rights to these agencies and organizations. In this capacity, the GSA:

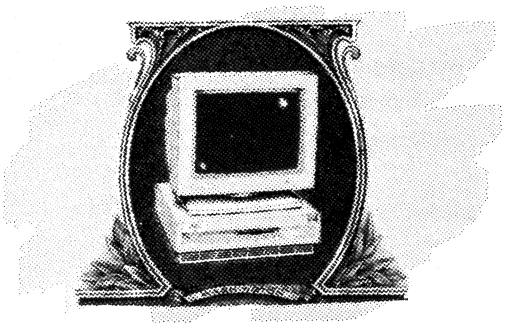
- owns and maintains inventories of equipment and supplies;
- sets the rules for government procurement, both large and small;
- oversees all procurement and insures compliance to regulations by both contracts and purchasing agencies;
- enters into contract for the purchase of goods and services; and
- grants "Deferred Purchasing Authority"

Celeste DeMilt is GSA marketing manager with Commodore's Federal Systems Group

Commodore products are now on the GSA schedule.
See story on page 9.

(DPA) to other government agencies for the purchase of data processing and telecommunications equipment.

There are several ways in which a provider can enter into a contract to provide products to the government. The type we are concerned with is the GSA multiple award contract. We'll come back to this later.



An Overview of Federal Procurement

Before you can utilize the GSA schedule contract successfully as a marketing and sales tool, you must first have a general understanding of the U.S. federal government procurement process.

Most government offices use two basic types of procurement. One is *contracting*, which is used when the acquisition of supplies, services and construction involves more than $25,000. The other is *small purchasing*, which involves the acquisition of supplies, services and construction worth $25,000 or less.

FAR = Federal Acquisition Regulation.

IFB = Invitation for Bid (the sealed bid method of contracting).

RFP = Request for Proposal (the negotiation method of contracting).

Contracting: Contracting procedures are governed by the Federal Acquisition Regulation (FAR), Parts 14 and 15. This regulation was issued in 1984 to promote competition in the government procurement field. Under its rules, two major methods of contracting exist for purchases exceeding $25,000: Invitation for Bid (IFB) and Request for Proposal (RFP).

Invitation for Bid: Under IFB, the sealed-bid method, bids are held in a sealed receptacle until the date and time set for the bid opening, at which time they are opened, read aloud and recorded. Bid openings are public. Since all parties concerned know the identity of each bidder and the price bid, there are practically no conditions under which a bid price can be altered. The smallest mistake can lead to a bid being rejected. Under IFB the lowest bid wins.

Request for Proposal: RFP, the negotiation method of procurement, gives both the government and the contractor considerably more room to maneuver. Unlike the sealed-bid method, the proposals received from the contractors are kept secret and confidential by the government until after award. Proposals are evaluated (usually for technical capability) and prices are reviewed. The government has the right to negotiate with a contractor, and the contractor has the ability to correct mistakes that may have been made in the initial proposal. If a proposal is found nonresponsive (the bidder did not properly respond to the proposal), it is usually for not complying with technical requirements. Even upon award of the contract, the only information provided to the bidders is the number of proposals submitted, the identity of the successful contractor and the contract award price.

Once the government has determined which contractor is the lowest bidder (IFB), or which offered the most advantageous proposal (RFP), one further step must be taken before an award can be made. Part 9 of the FAR states that purchase shall only be made from, and contracts awarded to, responsible prospective contractors. This means contractors who are proven to be both technically and financially able to provide the services desired.

Small Purchasing: "Small purchase" means an acquisition in the amount of $25,000 or less. Small purchasing, and other simplified purchase procedures, are governed by the FAR, Part 13. Government agencies make small pur-

chase using procedures such as imprest funds, blanket purchase agreements and purchase orders (GSA Schedule).

Imprest Funds: An imprest fund is a cash fund established by the contracting office to be used for a cash purchase where the transaction does not exceed $500. Upon receipt of a purchase request, if the prices are considered reasonable, orders are placed with suppliers without soliciting competition.

Blanket Purchase Agreements: A blanket purchase agreement (BPA) is the government

Purchases under $25,000 are done through imprest funds, blanket purchase agreements (BPA) and POs.

The Reston Demonstration Center

The recently completed demonstration center at Commodore's Reston, VA, facility showcases the Amiga for potential government customers. The center, set up by the Federal Systems Group, allows for demonstrations of the Amiga's versatility in areas such as multimedia, desktop video, desktop publishing, engineering, networking, landscape simulation and multiple operating systems (including MS DOS and Unix).

At the demonstration center, we can easily show customers complete configurations which include peripherals and software. Thus, we can market and sell complete workstations instead of just a CPU. Seeing a complete set-up helps the government customers visualize how the entire system can fit into their workplace. Plus, since the Amiga is new to most people in the government, the center serves as an introduction to our technology. Peripheral vendors such as QMS, Sharp and NEC have loaned us equipment so the customer can see the Amiga in a familiar environment.

Federal Systems Group recommendations may include both third-party hardware and software when the customer is compiling a configuration for which we are bidding an Amiga. How do we determine which products to recommend or bid? We look at the requirements and then research to see which products fit best. Many of you have donated equipment and software to be used at the center – you are getting exposure to a tremendous market and we appreciate your support. Having your products on hand makes it much easier when we need to recommend a package to meet a particular government requirement.

The demonstration center serves as a window to a very large market – the federal government. If you feel you have a product of interest to the government, we invite you to send us one for evaluation. Just letting us know what technology is out there for the Amiga would give us a big boost in getting the Amiga noticed. Our address is:

Commodore Business Machines, Inc.
Federal Systems Group
12110 Sunset Hills RD #100
Reston, VA 22090; Attn: Kathleen Kerndt

If you would prefer to talk to us more about the center and government opportunities, we can be reached at (703) 709-0200. We can also be reached through BIX (kkerndt and nedm). ▲

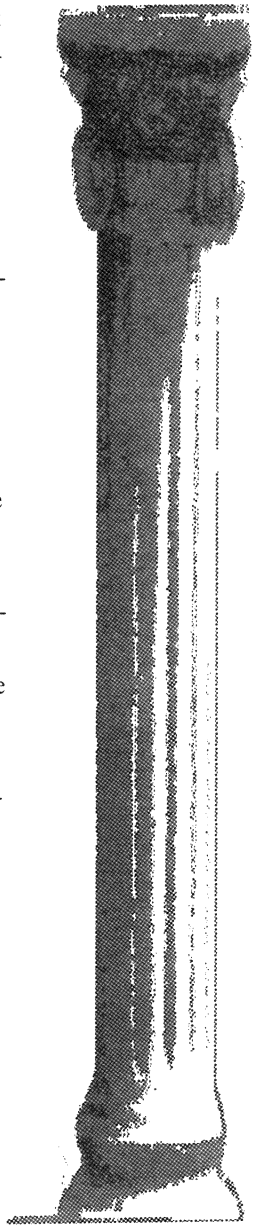
- Kathleen Kerndt

equivalent of a "charge account." A BPA is established with a contractor who is to provide a particular supply or service. This contract (BPA) includes: a description of the agreement (supplies to be furnished and the period within which they must be delivered), the extent of obligation, pricing, purchase limitations, and a notice of individuals authorized to purchase under the BPA as well as their dollar limitations. This contract is usually established for a one-year period. A number of contracts can be established with various suppliers for the same products. Orders are rotated among all the BPA contractors for a particular supply/service – they are not necessarily placed with the one that offers the lowest price.

Once a GSA schedule contract has been awarded, any of the over 16,000 authorized GSA schedule users may purchase your products simply by issuing a purchase order.

Last year the government purchased over $10 billion worth of data processing and telecommunications equipment through GSA schedule contracts.

Purchase Orders: Purchase orders are the most common of small purchase procedures. The purchase order is a document stating the items to be purchased, the prices and the delivery requirements. It must be signed by the contractor and the government's contracting officer. Small purchases (under $25,000) procured through purchase orders are typically made from the GSA schedule.



GSA Schedule Contract

The term GSA schedule contract is used to refer to a multiple award contract negotiated by GSA with a specific vendor.

A GSA schedule contract is an annual contract between the GSA and a provider of goods and services. This contract allows the government to buy that provider's products at specified prices under specific terms and conditions without going through the time and expense of open procurement.

The products and services which the government may acquire are sorted into classifications (and subclassifications) by the GSA. Each year, for each classification (or group of subclassifications), the GSA publishes a "Solicitation for Offers." This solicitation outlines the qualifications for potential offerors, the required terms and conditions of contracts to be awarded, and the information which the offeror is required to present to the government. Computers are classified in Group 70 and mini- and microcomputers are subclassified in Sections B and C.

Once a GSA schedule contract has been awarded, any of the over 16,000 authorized GSA schedule users may purchase your products simply by issuing a purchase order.

Last year, the government purchased over $10 billion worth of data processing and telecommunications equipment through GSA schedule contracts.

Commodore Business Machines, Inc., and SMS Data Products Group, Inc., have formed an alliance that will enable you, as Commodore developers, to benefit from the GSA schedule process. SMS has the Commodore product line on its 1990/91 GSA group 70 section B/C schedule contract. Government agencies which order computer equipment

listed on the GSA schedule can also purchase related software and peripherals (your products) up to a set dollar amount.

Use Us

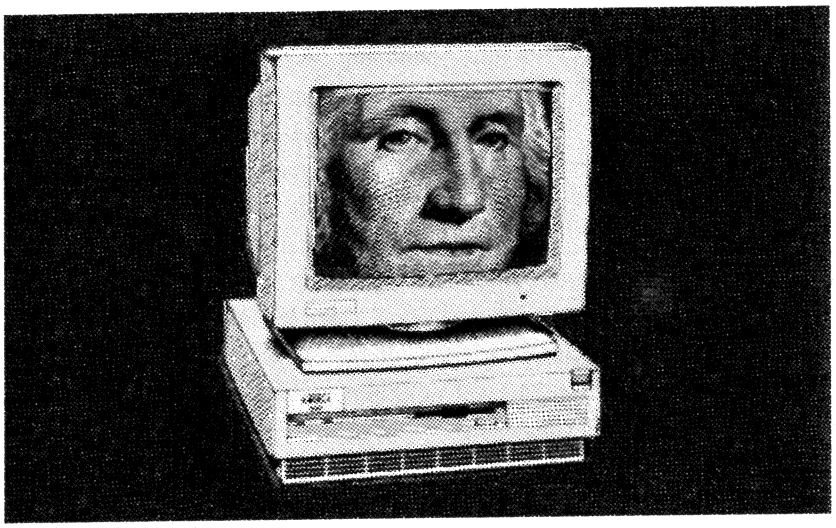
It is important to note that a GSA schedule contract is not a guarantee of sales. It is a contract vehicle to market and sell to the government in a certain way. You are responsible for marketing and sales efforts to government agencies just as you are to private sector customers. Commodore's Federal Systems Group is available to help you with this marketing and sales effort.

The GSA Advantage

A GSA schedule contract will give you an absolute competitive advantage on government procurement under the Small Procurement limitation of $25,000 per purchase order. As previously discussed, small procurement needs to be competitive. Products that are listed on a GSA schedule contract are by definition competitive per federal acquisition regulations. Therefore, when a purchase requisition is received, the purchasing entity need only issue a purchase order that references a GSA schedule contract number. This particular vehicle is advantageous in selling smaller quantities to all agencies. This vehicle, in many instances will (1) provide end users with an alternative to combining their requirements for larger open market bids in order to achieve competitive pricing, and (2) assist them in avoiding the delays in receiving equipment inherent to the open-market bid procurement process. According to the Small Business Administration, 98 percent of all government contracts are issued using Small Procurement process.

A GSA schedule contract reduces the sales cycle from an average of 150 days to an average of 45 days.

The GSA schedule contract eliminates the need for you to negotiate pricing, terms and conditions of sale, and any contractual considerations when selling to the government.



So, now you know that pursuing federal government business can mean a great deal of money to you, and that it's really not as hard as you thought it was. Now you can call back the procurement office and tell them that yes, Commodore products are on SMS Data Products' GSA schedule.

Commodore and SMS have made it easy for the government to purchase Commodore products. This makes it easier for you to sell the total application.

If you are working with the federal government today, or want to know more about agencies in your area to pursue, contact the Commodore Federal Systems Group in Reston, Virginia at (703) 709-0200.

We will help you close that government sale. ▲

Montgomery Ward, Macy's of California and others throughout the U.S. sign up to carry the A500C

In July, Commodore Business Machines (U.S.) announced the expansion of the consumer channel to more than 1,200 outlets nationwide, including the following retailers: Montgomery Ward, Macy's of California, VideoConcepts, McDuff, Highland Appliance, Sun TV and Famous-Barr. These stores, in addition to the current channel which includes Software Etc., Waldensoftware and the Sears and J.C. Penney catalogs, will carry the Amiga 500C. Plans call for more outlets to be added by November 15.

Robert Larsen, vice president of consumer sales, said the announcement sent "a message to both our customers and to prospective retailers. The message is: Commodore is back and we mean business – consumer business." *Marketing Computers* magazine recently pointed to Commodore as "one of the leaders in the computer industry's renewed romance with the mass market," and Macy's of California was impressed enough with the Amiga's low price and versatile capabilities that the chain has opted to carry the Amiga as its exclusive personal computer line.

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CommodoreExpress™ Program Expanded

Commodore's innovative support program in the consumer channel, CommodoreExpress, has recently been extended to cover the Commodore 64 and the Select Edition (Commodore's MS-DOS-compatible consumer line).

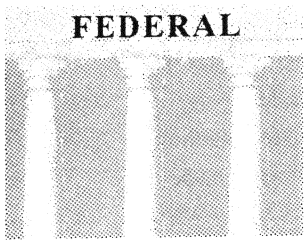
CommodoreExpress offers a toll-free hotline available 24 hours a day, 365 days a year to assist U.S. customers with system set-up, trouble-shooting and finding authorized Commodore dealers. The service provides door-to-door pick up and delivery of equipment in need of repair through a Commodore service contract with Federal Express. There is no charge for the service when the machine is under warranty. The service was introduced in the U.S. in April of this year and originally applied to the Amiga 500 and accessories under the one-year warranty.

Customers can now also use the program to service out-of-warranty equipment (on those models mentioned above). Customers calling

for out-of-warranty repair will speak with a support specialist who provides a quote for repair charges. Transportation and repair charges can be paid by Visa, MasterCard or personal check. C.O.D. service is available at an extra charge. ▲

Commodore awarded GSA schedule

The U.S. Government has awarded a 1990-91 Group 70 Section B/C Schedule Contract to SMS Data Products Group, Inc. Commodore's Amiga workstation and Intel 80286/386 personal computers are included on SMS's schedule (see cover story). The inclusion of Commodore's product results from a relationship that began in November 1989, when SMS signed a two-year distribution agreement with Commodore. SMS will be the schedule holder for Commodore products.

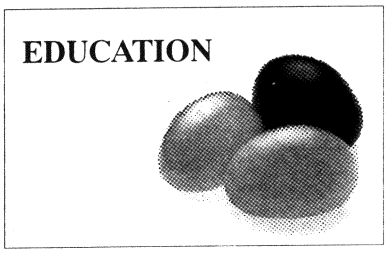


"With this announcement, we have achieved one of the initial goals of our group and are beginning to strengthen our presence in the federal market," Commodore Federal Systems Group Director Randall Griffin said. "We are pleased that with our products now on the GSA schedule, the government can easily acquire our desktop technology. We remain committed to providing cost-effective desktop solutions to government problems."

Griffin said the Amiga is receiving a warm welcome from government agencies. The Navy and NASA, in particular, have discovered the advantages of the Amiga's built-in graphics capabilities for engineering, graphics and simulation applications. ▲

Back-to-school blitz

Commodore's going back to school this year in a big way.



In higher education Commodore (U.S.) has initiated a campaign to establish the Amiga as the computer that is on students' minds this year. The theme of the campaign, "Make Up Your Own Mind," runs through the full-color inserts and full- and half-page ads in *Academic Computing, EDUCOM Review, Chronicle of Higher Education* as well as on-campus publications. The ads challenge students and faculty not to make a computer purchase until they've seen the Amiga. Fifty campuses are being targeted in the campaign. Developers interested in obtaining a list of these campuses can contact Susan West at (215) 431-9446.

"The Amiga is making its presence felt. Students and faculty will be hearing about it in a big way. And they'll be looking for it," is the message being conveyed to on-campus resellers in a direct mail piece.

Commodore is making it easy for campus bookstores to carry the Amiga by offering low investment and no inventory minimums. Training, service and warranty support are offered through Commodore Educational Marketing Specialists. Amiga dealers on campuses receive point-of-sale marketing materials (counter cards, brochures and banners with the "Make

Up Your Own Mind" theme), ad slicks for customization and placement in campus newspapers, and free "Make Up Your Own Mind" T-shirts for students who come in for a demonstration.

On the K-12 front, Commodore is running two-page spreads with the "Make Up Your Own Mind" theme in *Media & Methods, Instructor, Electronic Learning, T.H.E. Journal,* and *Classroom Computer Learning.* The September issue of *Electronic Learning* included a supplement called "AmigaNews," produced by Scholastic Inc. *Classroom Computer Learning* carried a pull out school-year calendar, complete with lesson plans for the Amiga, in their September issue.

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Commodore Australia Co-Sponsors International Conference on the Computer in Education

Commodore Australia, along with Apple, IBM and Microsoft, sponsored the Fifth World Conference on Computers in Education which took place in Sydney in July. Held once every five years, the conference drew delegates from all over the world including some of the most respected experts on computers in education. *Kids and Classrooms*, a mini-conference held during WCCE/90, allowed delegates to observe teachers conducting "real" lessons with "real" students using Amiga computers. Commodore provided support for the six teachers and their students for months before the conference to ensure their expertise in the Amiga applications they demonstrated at the session. Mary-Louise Parkinson of Commodore Australia reports that the company's exposure and credibility have risen dramatically as a result of WCCE/90 and another recent conference in Australia, *Sound and Vision.*

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Commodore (U.S.) Gets an A at National Education Conference

Commodore Business Machines (U.S.) made a very strong showing at June's National Educators Computing Conference held in Nashville. Software companies that participated in showing at the Commodore booth included Scholastic Software with their *Visions of American History* videodisc package, Dr. T's Music Software with *Tiger Cub,* Virtual Reality with *Distant Suns* and fischer america with their robotics products.

The sleekly designed booth, the A3000 and *AmigaVision* drew in a number of education developers from other platforms who expressed an interest in bringing their programs over to the Amiga.

(CATS would like to be able to help these companies network with existing talent in the Amiga community. Education Application Manager Laura May has been compiling a list of developers who are willing to work with companies new to the Amiga. This list is more for long-term purposes than immediate needs. If your company is interested in being added to the list, write to Laura May at Commodore

Business Machines, West Chester.)

Promotional materials available at the booth included the *Annotated Guide to Quality Educational Software for the Amiga, Sweet Deal from Commodore* pricing/information packets, reprints of the *AmigaWorld* CDTV article and lots and lots of jellybeans. Booth staff wore green polo shirts with "Get Ready for a Sweet Deal from Commodore" printed on the back.

Next year, the theme for NECC will be *Solutions: Multimedia Computing*, and booth space for that show, which will be held June 18-20 in Phoenix, will be three times as large as this year. If you are interested in participating in the Commodore booth at NECC in 1991, write Susan Bengough at Commodore Business Machines, Education Department, 1200 Wilson Drive, West Chester, PA 19508. Or, if you will have a booth of your own at the show, contact Susan Bengough about the education department's trade show hardware loaner program.

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Virginia Tech Chooses Commodore for Unix Platform

Commodore Business Machines (U.S.) scored a "pre-season" victory with an order for Unix-based Amiga computers by Virginia Polytechnic Institute and State University (Virginia Tech).

The university, which for the last three years has required incoming computer science majors to buy Apple's Macintosh running A/UX, chose instead the Amiga 3000 with AT&T's Unix System V Release 4 operating system after seeing the A3000's power and capabilities.

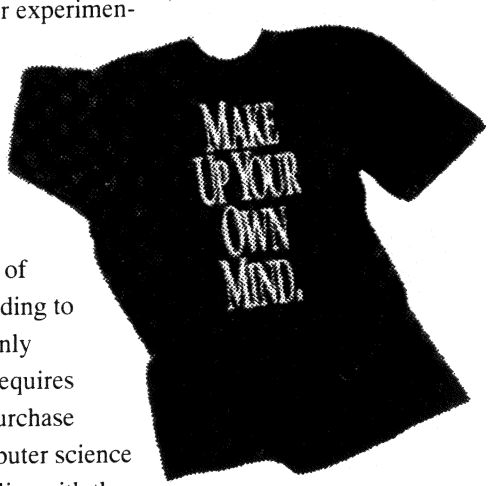
Virginia Tech's purchase comes during the product's beta test phase. At press time, Amiga Unix platforms were not generally available.

"This is a significant win for Commodore, because it clearly demonstrates the power and price/performance superiority of the Amiga 3000," said Howard Diamond, Commodore's director of education. "The marriage of the Amiga and SVr4 technology is an exciting development for us and for our customers in higher education and other markets," he added.

"Commodore's Unix passed every one of our tests," said Dr. James Arthur, chairman of the computer science department's selection committee. "The Amiga just far outperformed the others. From the Amiga technology, to SVr4 delivery, to the Amiga's unbeatable price performance, Amiga Unix was the clear choice for our department. We're also very pleased with Commodore's willingness to work closely with us to produce a solution tailored to our needs."

Since 1985, Virginia Tech has required its incoming computer science students to purchase a personal computer. Unix was selected as the operating system standard because it provides an ideal environment for experimentation and because it is largely platform-independent.

Over the years, technology advances have prompted constant re-evaluation of the required platform. The selection of the Amiga is a realization of that re-evaluation process. According to Dr. Arthur, Virginia Tech is the only university in the country which requires its computer science majors to purchase a particular Unix platform. Computer science students become intimately familiar with the Unix operating system and underlying concepts found on a wide range of computers from mainframes to micros, and will use the Amiga to perform homework, in-class projects and term papers. ▲



General News

Dates set for Euro DevCon in Milan, Italy

It's not that far away. The Fourth Annual European Developers Conference will be held in Milan, Italy from 13-16 February 1991.

Although many of the exact details were not finalized when this issue went to press, here's what we have:

Technical equipment set-up:	12 February
Conference:	13-15 February
Show-Off and developers' forum day:	16 February (Sat.)

The conference will be held at the Grand Hotel Brun, 20195 Milano, Via Novara/Via Caldera, which is a little west outside of town. The registration deadline is January 4, 1991. Invitations and a preliminary agenda for the conference will be sent to all registered developers in Europe in early November and mailed to North American developers shortly after that.

ESCO (the group which oversees European developers) will include a form on which developers can indicate their favorite sessions. Sessions that generate the most interest will be videotaped and may be repeated.

This year ESCO will offer a hotel reservation service for the conference hotel and one alternative nearby. The prices, which include room, breakfast and local VAT, are as follows:

Grand Hotel Brun	Alternative
LIT 180,000	160,000 (single)
LIT 250,000	210,000 (double)

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ESCO Announces Logo Competition for EuroDevCon

ESCO has announced a logo contest for the 1991 European Developers Conference which will be held in Milan, Italy, 13-16 February. The logo will be printed on light-grey sweatshirts and posters and should not have more than the two official Commodore colors (red and blue). The name "Amiga" should be incorporated into the design and some indication that the DevCon is being held in Italy would be good, too. The size of the sketch should be about 30cm x 42cm. Entries should be submitted on foil with a single-color hardcopy to:

Gunda O'Neal
Commodore ESCO B.V.
Lyoner Strasse 38
6000 Frankfurt 71
West Germany

Entries on disk will be accepted only if they have been done using Electronic Arts' *DeluxePaint* or Gold Disk's *Professional Draw*. The contest deadline is 15 November 1990. *(Our apologies if this doesn't reach you in time - Ed.)* Contestants agree that the winning logo can be used by ESCO for the 1991 conference. All rights in the Commodore logo remain the property of Commodore.

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Another ESCO Contest

This one is only open to European developers who are connected to the ADSPE BBS system:

1. Who is the most helpful developer on the ADSPE network?
2. Who is the most helpful CBM (worldwide) person on the network?

Send your votes by 31 December to Gunda O'Neal at the address listed above or email her at UUCP:{uunet|pyramid|rutgers}!cbmvax!cbmehq!gunda. Awards for the top three in

each group will be given at the Milan Euro DevCon in February.

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A3000/2.0 Sticker Campaign Now Available in Europe

European software developers whose software works with Release 2.0 or hardware developers whose hardware works with Release 2.0 and the Amiga 3000 can receive stickers that will let potential customers know that fact. ESCO is sponsoring the Developer's Participation Campaign – a program based on the U.S.'s 2.0 sticker program.

Under the European program, Commodore will supply 1000 free stickers to the first 100 developers whose program meets the guidelines of compatibility. The first 50 who qualify will receive a negative of the sticker to use in advertising. These companies and their products may also be featured in advertising campaigns and press releases depending on the strategies of the local subsidiary. Contact Gunda O'Neal at ESCO for more details.

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Following the Amiga Where No Subsidiaries Have Gone Before

Commodore Electronics Limited (CEL) deals with the support and development of all markets not handled by a Commodore marketing subsidiary. Earlier this year, CEL undertook a roadshow tour of seven cities in Hungary during which the Amiga was spotlighted in exhibitions and professional seminars.

Recently, CEL's product marketing manager, Gregory Koler, reported several profiles of how the Amiga is being used in the Middle East:

- One Middle Eastern company, BVR, has developed a fighter aircraft simulation system named "Hot Shot" which uses a sophisticated network combining five computers. Three of the computers are Amigas generating radar screens, man/machine interface screens and sound.
- Computras International Ltd., another Middle Eastern company, has a popular program intended for kindergartens which uses the Amiga to spur thought development, visual memory and language enrichment.
- At the International Conference on Computing in Clinical Laboratories, an A500 was shown providing support for a spectrophotometer in wavelength scans, kinetic analysis and elution fractions. The demonstration was provided in part by Teleteknik which is CEL's trading partner in Turkey.

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Important Workbench Licensing Information from CATS

Distribution of files and commands from Workbench 2.0 requires a separate 2.0 Workbench license. These license forms may be requested through CATS administration. European developers should contact their local Commodore office directly. Note that the ARexx commands and libraries are not included in the 2.0 Workbench license and may not be sublicensed through Commodore at this time. Also, note that most 2.0 commands require Kickstart 2.0.

You must renew your 1.3 Workbench license annually as long as you continue to distribute any product containing files from Workbench 1.3 (or 1.31 or 1.32). License renewal will require documentation of compliance with the required Commodore copyright and trademark notices. If your 1.3 license needs to be renewed, you are urged to do it immediately.

CATS has a list of Amiga user groups on labels available for the asking. Just ask Susan West at (215) 431-9446.

The review of the Amiga 3000 in Byte *magazine got even more good ink than was apparent at first. The German computer magazine,* C'T, *reran the* Byte *article in their June issue.*

CATS will be examining products containing Workbench files for proper licensing and compliance with the terms of the agreement.

Workbench licensing is available for developers who wish to distribute files from Workbench on their commercial software or hardware products. Workbench licenses are version-specific, one-year licenses which may be renewed for additional one-year periods. For a reasonable fee, a Workbench license allows you to distribute most of the files, drivers and commands from a particular version of Workbench and Extras on your commercial products. The license requires that you place the appropriate Commodore copyright and trademark notices in your product documentation and on your disk label, and that you include a user licensing agreement to disallow redistribution and limit liability.

-Carolyn Scheppner

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CBM (U.S.) Offers Monitor Giveaway

This autumn, Commodore Business Machines (U.S.) offered a free A1084S monitor (list price: $399) to buyers of either the A2000HD or the A2500/30. The offer, which applied to purchases made between August 1 and September 29, was part of an effort to position the Amiga in the small business market.

"While the Amiga 3000 is ideal for advanced applications," said David Archambault, director of business markets, "the popular and cost-effective A2000 series models are well-suited for the small business/work-at-home audience."

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A3000 Now Comes with a 50MB Drive

Beginning 1 August 1990, the A3000 comes standard with a 50MB hard drive. Previously, the machine was equipped with a 40MB drive.

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A2320 Deinterlacer Card Announced

Commodore's A2320 video deinterlacer card is now available. The card, which plugs into the video slot, removes interlace flicker and visible scan lines on multi-scan monitors by converting and scan-doubling 15KHz interlaced video into 31KHz non-interlaced video. A switch allows standard 15KHz video to pass through to the multi-scan monitor and 15KHz output is still available via the Amiga's built-in RGB port. Contact developer support in your area for developer pricing.

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Commodore's Portugal Subsidiary

Thinking of doing business in Portugal? Luis A. Santos, director of Commodore's newest subsidiary, provided the following information:

Commodore Portuguesa Electronica, S.A.
Praga Infante D. Pedro, Lt. 13 B - R/CH D
Miraflores - 1495 Lisboa
PORTUGAL
Phone: (351) 1-410 1116
Fax: (351) 1-410 8311

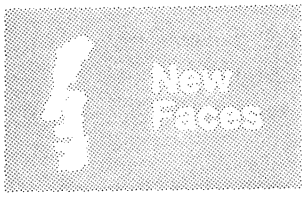
Gunda O'Neal (our European correspondent) reports that there is also a "very live and active user group in Portugal." Contact:

User Group Lisboa
Largo dos Trigueiros 17
Lisbon
PORTUGAL
Fax: (351) 01-863903 ▲

David Pleasance to head CEL

David Pleasance, a seven-year veteran of Commodore U.K., has been named general manager of Commodore Electronics Ltd. Pleasance replaced Paul Moloney who resigned to pursue other interests.

As sales director for the Retail Products Group at Commodore U.K., Pleasance was responsible for management of an eight-person sales team and for maintaining relations with the major entertainment software publishers. His association with these publishers led to a number of very successful Commodore bundles. The C64 *Flight of Fantasy* pack and the Amiga *Batman* pack were among the top sellers in the U.K., selling about 200,000 and 160,000 units respectively in FY90.



Commodore Electronics Ltd. oversees operations in about 30 countries throughout the world where Commodore doesn't have a subsidiary. This includes Finland, Greece, Turkey, the Eastern Bloc and the Middle East.

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Commodore Australia

- Mark Deere-Jones joined Commodore Australia as retail sales manager. Deere-Jones most recently worked for Texas Instruments where he held the positions of U.K. sales and marketing manager and Australia consumer sales and marketing manager.

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Commodore International Ltd.

- William Sydnes, general manager, PC-compatible products, CIL. Sydnes was instrumental in the development of the initial IBM PC from concept through volume production. During the mid-'80s, he was president of his own company which specialized in VLSI designs for a number of personal computer companies.

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Commodore Business Machines (U.S.)

- Raymond Raymer, manager, channel management, formerly with Intelligent Electronics.

VAR/OEM

- Carol Christie, VAR business manager/ interactive multimedia, formerly with Pioneer and Health Edutech.
- Nick Imperato, VAR business manager/ creative media, formerly acting regional sales manager, western region.
- Donna O'Neil, OEM business manager, formerly technical support, target accounts.
- The new VAR/OEM department is headed by Jeff Goss, sales manager. (*See VAR/OEM story on page 18 of this issue.*)

Federal Systems Group

- Kathleen Kerndt, systems engineer. Kerndt provides engineering/technical/Unix support for her group, writes technical responses to government RFPs, maintains the Reston Demonstration Center (see cover story), and provides sales support to the account executives and their customers. Formerly she was a software engineer at Computer Sciences Corporation. ▲

ATLANTA DEVCON REVISITED

by Paul Higginbottom

Paul Higginbottom is manager, developer support CATS.

This past July, over 200 Amiga developers met in Atlanta for the 1990 North American Developers Conference. I'd like to review this major event, your feedback and to look at how we might change it in the future.

As I said during my remarks at the final luncheon at DevCon, this conference is a very motivating event for Commodore employees; I hope the same is true as well for those of you who attend. DevCon motivates because of the tremendous goodwill, enthusiasm, creativity and intelligence of the attendees. So to those of you who attended: thank you.

But more than just a motivating event, DevCon is a business conference. We hope that those who attended realized that we are making efforts to organize the event in general, and the sessions in particular, to meet your needs as a business – to provide you with the information you need to be successful.

While we were pleased with the attendance at this year's DevCon, our goal every year is to have all registered developers attend the conference. It was unfortunate that AmiExpo was occurring at the same time, but there is always likely to be some other event going on simultaneously. We urge you to try to make arrangements so that someone from your company can attend the conference.

Release 2 of our operating system was a very significant milestone in the evolution of Amiga platforms. We hope that you recognize that for the Amiga to be successful, applications must become available which take advantage of the new features and the greatly enhanced "look and feel." It was our intent to say that loud and clear at DevCon.

We realize that the relationship between Commodore and developers is a mutually dependent one. DevCon provides us with a great opportunity to get feedback on how you, the developers, are doing, and how we at Commodore are doing in our efforts to offer support. A high percentage of attendees completed the DevCon feedback forms, and I thought you might be interested in the things that stood out:

1. You really liked the facilities. We agree! The Omni hotel in Atlanta provided a spacious and comfortable atmosphere without being "too much." We recognize, of course, that keeping expenses (both yours and ours) in line is important, and we always try to keep that in mind when making arrangements for these conferences.

2. You find great value in "networking" with other developers. You can save each other a great deal of time and money if you pool your

resources and knowledge. There is plenty of room to share R&D efforts without compromising your competitiveness.

3. You want the conference to be four days. We agree! There are now such a wide variety of sessions and needs that trying to cram it all into three days is overwhelming and tiring. Hopefully we could run the sessions in two concurrent streams instead of three. We propose that software sessions run concurrently with hardware and non-technical ones.

4. Most people feel that one hour is the right duration for the sessions.

5. Some of you would like to see tapes of the sessions made available. We will investigate the possibility of both audio and videotapes. Please note, however, that these are expensive to produce.

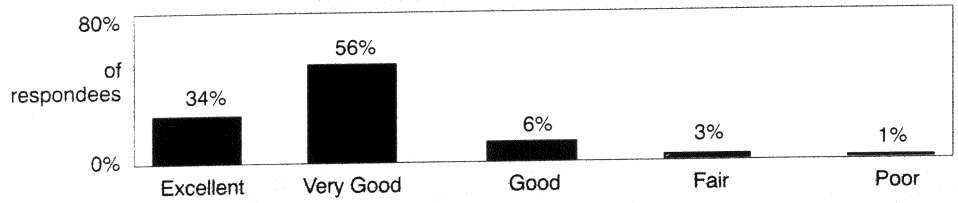
6. The majority of you said the venue should be inexpensive, business-oriented and near a major metropolitan area. Speaking of venues, we have been discussing where to hold the next DevCon and we believe it may be time to have it more centrally-located rather than on one of the coasts. Any feedback would be appreciated.

In summary, we were very pleased with the conference and look forward to even more successful ones in the future. ▲

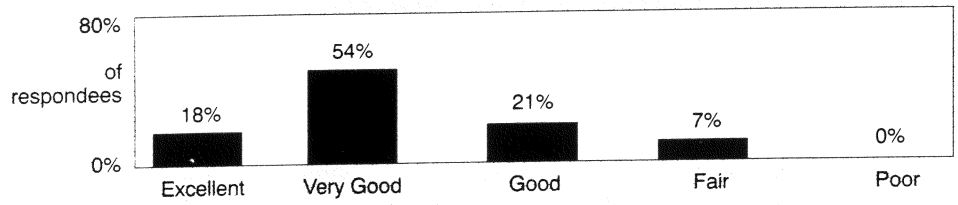
Dates for the 1991 European DevCon have been set. See story on page 12.

Other feedback

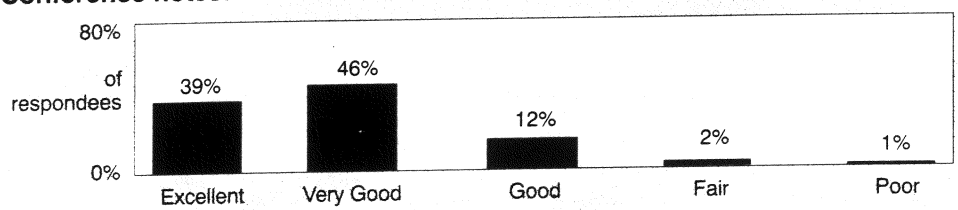
Merit of conference overall:



Technical knowledge gained:



Conference notes:



VAR/OEM

Think back to holding those paint strips up to your living room wall and trying to imagine whether "Sea Foam" was a color you could stand to be immersed in for the next few years.

ColorVision, an Indiana-based subsidiary of Colwell/General, has taken the paint strip idea a giant step further with their ColorVision paint brush system.

The consumer stands at what looks like an arcade machine equipped with a trackball. The easy-to-use kiosk features a color monitor, trackball (to vary color) and a selection button which implements user commands. The customer can then use this machine to first choose a style of home, then point and click customized colors on trim, doors, windows, shutters, garage and house. But wait, now let's go inside. Kitchens, bathrooms, living rooms, dens -- it's hard to stop!

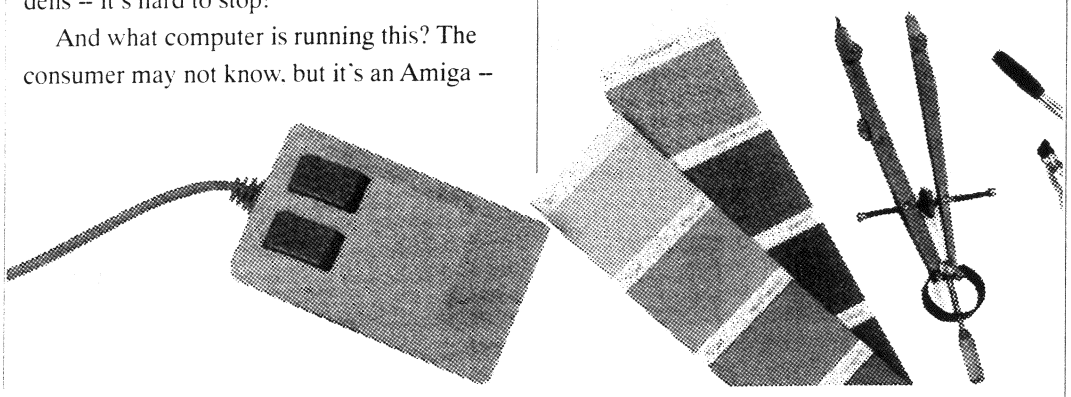
And what computer is running this? The consumer may not know, but it's an Amiga -- stripped, repackaged and even running a different operating system designed just for ColorVision.

ColorVision is a prime example of an Original Equipment Manufacturer (OEM) product. Together with Value Added Resellers (VARs), OEMs are redefining the term "niche market" and reshaping the way computer manufacturers are marketing their wares.

In general, VARs add proprietary software, courseware, hardware, peripherals and/or system integration services to the original computer package. They sell this new package as a "total solution" to the designated niche market.

OEMs, on the other hand, rework the original computer. Through the use of raw components and/or custom-engineered hardware, the original technology is transformed into a new product which doesn't bear the original product's name.

Illustration taken from Colwell/General and Target Computer's brochure for ColorVision.



Programs at Commodore

In response to this growing market, Commodore Business Machines (U.S.) and other subsidiaries have initiated VAR/OEM programs. *(Editor's note: Details about the VAR/OEM program in this article refer to the U.S. program. For information about local VAR/OEM support, contact your local Commodore office.)* For the qualified VAR, CBM offers special product pricing as well as sales and marketing support. For OEMs, CBM provides joint marketing opportunities as well as international technical and marketing support.

One month into formal implementation of its VAR/OEM support program, CBM announced that the number of resellers that had either applied for authorization, or had already received authorization, had substantially exceeded initial expectations.

"We're very pleased with the outstanding results our VAR/OEM team has produced to date," said Commodore Vice President of Sales Ron Stanczak. "The remarkably innovative applications developed under the program will showcase the Amiga's advanced multimedia capabilities, versatility and superior price/performance."

The high response rate can in part be attributed to the fact that many Amiga software and peripheral developers selling into niche markets are already positioned to take advantage of the program. It's no secret that Amiga developers have long been among the Amiga's best salespeople. Commodore's new VAR/OEM programs seek to harness that knowledge and enthusiasm in a mutually beneficial relationship between resellers and Commodore.

Becoming a Reseller

It's not for everyone. Commodore National Sales Manager Jeff Goss, who heads the program, says: "Some of the best developers may have no desire or they may not have the hardware capability to get involved in total system sales. For this type of developer, we look to create a marriage with system integrators who can then sell the solution."

"However," Goss adds, "for the developer who has the expertise in software, hardware and their specific markets, the VAR/OEM program can be an extremely profitable venture. It also provides the reseller with many add-on sales and a single source supplier for their customer."

Research is the all-important first step to becoming a reseller.

If you are selling Amiga-compatible products to a specialized market, you have already done much of the preliminary research to size up a market and develop a product that meets its needs. Experience and instinct can bring you only so far in identifying a potentially profitable market. Research is the key to nailing down the sale. But contrary to what you might think, market research doesn't have to be expensive.

To get a more complete picture of the market from a reseller's perspective, start by talking to your current customers. You may be able to obtain a wealth of information about how people are using your products by looking at your own warranty card surveys. Or send a questionnaire to current users to get feedback on the products and the services you provide.

Determining the size of the market is very important and should be tempered by two factors: the size of the market that is geographically accessible and an assessment of your competition in the market. While professional associations and organizations can be useful in pinpointing the size of the market on a national scale, determining the size of your locally serviceable market is far more important. National associations may be able to direct you to regional branches of their organization or pro-

vide a clearer picture of how big the local subsection might be. They may also be able to provide mailing lists that include local membership.

You may be able to poll the membership yourself to assess their needs and what the competition is doing to fulfill them. *VARBUSINESS* suggests that if you can't afford to hire a market research firm and don't have the time or the expertise to do a poll yourself, you might want to approach a local university's marketing department to enlist the aid of graduate students interested in doing a market research project for you. Once you've done the research to determine that your application meets the needs of a targeted vertical market, you're ready to explore the possibility of signing up for one of Commodore's VAR/OEM programs. These programs allow developers to work with Commodore to provide the total solution to your customers. The opportunities for success in selling Amiga-based products are wide open in the specific markets where the Amiga's capabilities make it a logical choice.

For additional information on Commodore's OEM/VAR programs:
- in the U.S., contact:
Donna O'Neil - OEM Business Manager
(215) 431-9481
Nick Imperato - VAR Business Manager/
Creative Media (201) 223-1437
Carol Christie - VAR Business Manager/
Interactive Multimedia (215) 344-3063
-- in Canada, contact:
Tom Shepherd - Director of Marketing
(416) 499-4292
- in Australia, contact:
Chris Pearson - Sales/Marketing
(612) 2-428 7777.

Remember, however, that it takes more than bundling a great application with the Amiga to be successful as a reseller. Finding the right software/hardware combination is only the beginning. Providing support and service after the sale is becoming a critical issue with resellers in the 1990s. According to the recent *VARBUSINESS* Forecast 2000, "The '90s will not be a particularly pleasant decade for those who like to make promises but aren't too concerned about promptly delivering exactly what was promised."

Target Markets

While the focus in the decade just past was on reseller sales and growth, service and support are predicted to be the cornerstones of a successful reseller operation in the decade ahead. Safer growth will come from expanding into ancillary markets. The more specialized the market you are selling to, the less competition you face. The markets Commodore is targeting have not been penetrated by resellers of other platforms.

In the creative media market, the Amiga provides superior character generation, graphics, real-time 3D animation, ray-tracing and audio capabilities often competing with more expensive equipment.

For interactive media applications in education, training, point-of-sale kiosks, exhibits and displays, the Amiga and *AmigaVision* easily provide the combination of full-motion video, graphics and high-quality audio on a single platform with superior price/performance. ▲

OEM: Early successes

by Donna O'Neil
OEM Business Manager

Where the Amiga is . . .

Colwell/General, Inc.'s Color Vision

New Zealander Simon Armstrong developed his own operating system for this Amiga-based

product *(see main story)* to offer a virtually unlimited variety of interior and exterior scenes. Instead of taking home the color samples, you can actually see what paint will look like on a room like yours. Remember, these are registered colors, so after you make the final selections, you can receive a printout of your choices. The company is currently developing a scanning capability to enable customers to use actual photos of their homes.

"There are a few similar programs available in Canada and the United States, but ColorVision is far superior through its quality, flexibility, ease of use, help function, and favorable price – largely due to the economical cost and suitability of Commodore Amiga computers," said Phil Kenyon, managing director for Target Computers, the small family-owned company that developed ColorVision.

The product was launched at the National Decorators and Painters Association show in Chicago, and is now being sold in the U.S., U.K. and Europe.

Unfortunately, our grey-scale doesn't do justice to ColorVision's screens. But you get the idea.

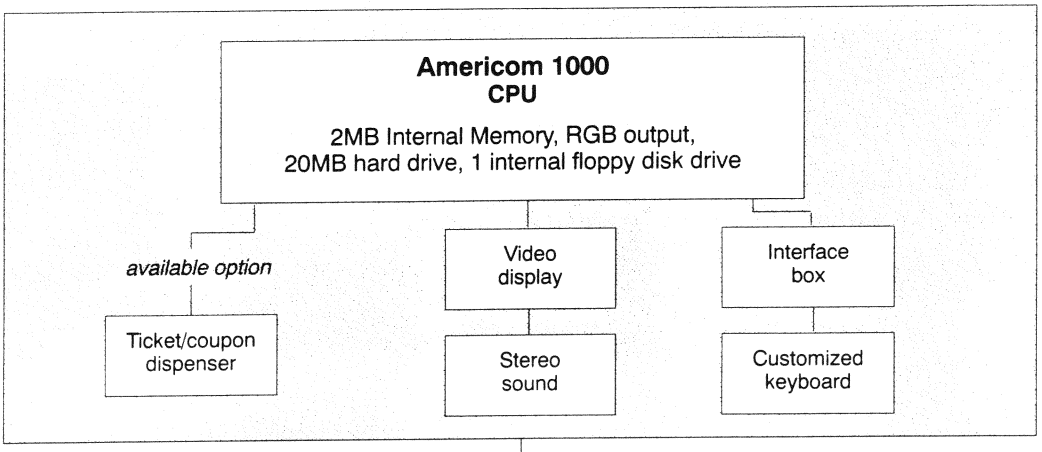
Americom Research

According to Bill Giesler, executive vice president, Americom Research, "Commodore's OEM program, which provides both equipment support and access to new Commodore-developed and compatible products as well as a conduit to other developers, has enabled Americom to significantly broaden its services."

The Amiga is being used to gather information faster and cheaper than other methods, while fulfilling the need for reliable data from disparate demographic groups. The company now uses Amiga-based systems for point of purchase, information dispensing/gathering and other applications.

Americom Research was formed three years ago when it had acquired the assets of a New York City market research company that had used Commodore 64s with Amiga 500s.

Americom expanded the base from a network of semi-permanent installations to a rapid



At right is Americom's basic system configuration for its point-of-purchase merchandising product. The expanded system configuration includes many items such as: touch screen, genlock, modem, proximity detector, laserdisc player, and a video camera/ recorder.

mobile deployment of machines. Customers of their services include Goodyear, Burger King and the U.S. Army.

Where Amiga is Going . . .

National Diagnostic Imaging

National Diagnostic Imaging, based in Vienna, WV, selected the Amiga for reasons of price/performance and graphics capabilities. Their products include various tele-radiology systems for transmitting and archiving radiological images. A line of digital flouro add-on systems are scheduled to be announced. Pending FDA approval, a physician will be able to use NDI systems to view your medical results from his home or another hospital. The images, in which colors represent body density, are stored with diagnostician comments, while alternate views are at the fingertips of the medical community.

"The Amiga was designed from the ground up as a graphics machine and is well suited for this application," says Michael Wood, NDI.

TTR Development

OK, just for fun . . . remember the game *Battletech*? Well, imagine not only playing, but also actually experiencing a cockpit simulator with a surrounding environment. It's networked for team play in a fantasy world of military flight simulation.

TTR Development, of Madison, WI, has developed a new genre of entertainment attraction called Battletech Center. Participants can suit up and engage in mock battles using Amiga-based cockpit simulators which feature more than 200 control options.

The lobby area, combat information systems, embarkation hall and launch areas inhabit five thousand square feet of space. The lobby is decorated as the war room of a giant starship with video monitors broadcasting fictitious newscasts from the future, cockpit instructions and views of game in progress. A uniformed staff presides.

The U.S. Department of the Army is evaluating the system for training purposes. TTR is developing other environments as well.

Nielsen-Kellerman

Nielsen-Kellerman Company, based in Marcus Hook, PA, has developed a Concept II Rowing Machine which includes a monitor providing the rower with biofeedback, lung capacity and body efficiency information in real time. Information can be recorded to document exercise routines prescribed by physicians. ▲

AMIGA MARKET PROFILE:

COMMODORE ITALIANA

by Marco Bergometti

Commodore products, prior to 1982, were imported and sold in Italy through a few distributors. A record of reliability coupled with an "easy-to-use" formula (requiring neither programming language nor a knowledge of English) led to successes with products such as the VIC 20 and the C16.

Spurred by this start, Commodore Italiana SpA was founded in 1982 in Cinisello Balsamo, an area a few kilometers north of Milano and close to the main motorways crossing Italy from east to west and north to south.

In May of 1989, Commodore moved from Cinisello Balsamo to a new area in Milano called "Technocity" where software houses, banks and major electronic vendors such as Digital Equipment, IBM and Philips are located. Commodore Italiana is located in a central building occupying 1500 square meters and employing 38 people.

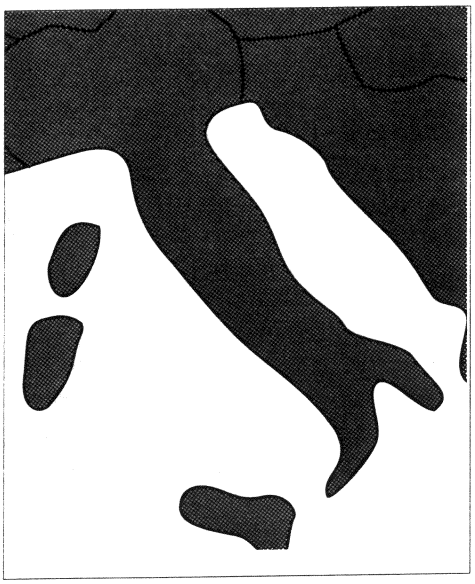
Marketing an Image

From the start, the Italian subsidiary has invested in television, radio and magazine advertising, sponsorship (including Joan Baez and Donovan), special promotions and exhibitions. For example, last year we worked with Honda on a promotion which had the slogan: "Buy an Amiga 500 and win a 125cc Honda motorbike!"

All these investments, plus the aforementioned quality and ease of use, have helped to create a very strong image of Commodore computers for family, schools and small firms.

Commodore holds the lead in consumer computer sales. In the professional market, the leaders are IBM, Olivetti and Apple.

Inside our market share, the Amiga line dominates with about 50 percent of Commodore sales. The C64 line still accounts for about 30 percent of our sales, followed by MS-DOS compatibles with about 10 percent of our total sales.



Inroads into Italy

One way Commodore has increased its acceptance in Italy is by working to incorporate Commodore computers into everyday Italian life. For example, the three state-run television channels are using some A2000s for some of their

Marco Bergometti is marketing communications manager for Commodore Italiana SpA

The next European DevCon will be held in Milan, Italy. See story in Commodore News section of this issue.

Ring Wrangler Rock, a service which sells concert tickets via telephone, credit cards and Commodore products is one way Commodore Italiana keeps its corporate image associated with youth and technology.

graphics and animation. The main commercial networks use A500s and A2000s for films, serials and entertainment. Moreover, a lot of C64s and several A500s, PC10s and PC20s are used in the primary and secondary schools.

One of the latest examples of technical sponsorship is found at a place called "Ring Wrangler Rock." This is basically the Italian equivalent of the American "Ticketmaster" or "Ticketron" – an outlet where fans can call and buy rock concert tickets using a credit card. One PC60-III is used as a database and server in a network environment which includes five PC10-IIIs for data entry and two MPS1224Cs for printing vouchers which are sent to the customers.

The Market for Software

At the present, entertainment software sells the best in Italy. Among application software, ray-tracing, paint and music packages are favorites.

Most software is sold through retail electronics stores referred to as Commodore Point stores. These outlets, which are agencies affiliated with Commodore only through licensed use of the Commodore logo, sell stereo equipment, records, cameras and various brands of computers such as Atari, Amstrad, Olivetti and, of course, Commodore. However, they do not carry the higher-end Commodore models. The Commodore Point stores are served mainly by two major distributors:

CTO
Via Piemonte 7/F
40069 Zola Predosa (BO)
Tel: (39) 51 753133
Fax: (39) 51 753418

LEADER
Via Mazzini 15
21020 Casciago (VA)
Tel: (39) 332 212255
Fax: (39) 332 212433

Both of these distributors deal primarily in entertainment software. Some Commodore Point stores buy directly from the U.S. but that is neither easy nor practical.

Selling in Italy

Developers who are interested in selling their products in Italy should keep three things in mind:

- *PAL compatibility* – This is crucial for games, paint packages or any program which is graphic-intensive, but it could also be limiting to other applications as well. Whenever possible, the program should be smart enough to determine whether it is running on a PAL machine or not – and then boot properly.

- *Documentation written in Italian* – Except perhaps for game fans and highly educated users, most customers would be turned off by the lack of Italian documentation.

- *Software written in Italian* – This makes the difference between a happy customer and a very happy customer. You should be aware that both the Macintosh and MS-DOS worlds speak Italian in Italy, so this could lead a potential buyer to choose one of those platforms over the Amiga.

Upcoming Exhibitions

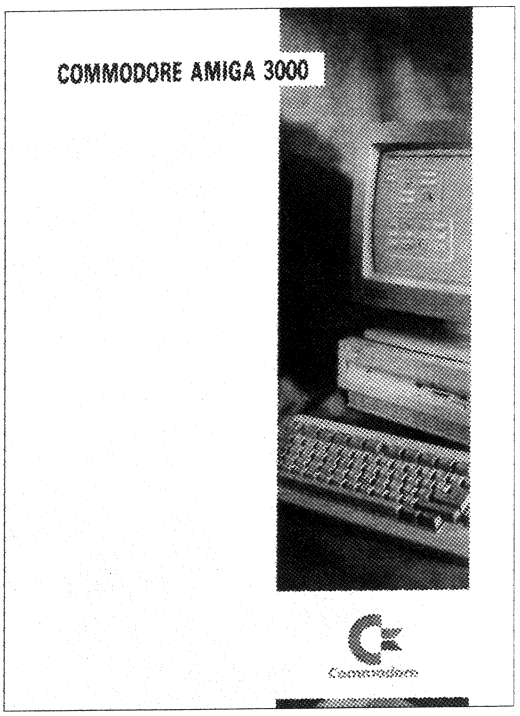
Our strategy to increase the awareness of Commodore Italiana includes participation in the main international and national exhibitions. In the next few months, we plan to participate in the following:

SMAU'90	Milano	4-8 Oct. 1990
IBTS'90	Milano	18-22 Oct. 1990
ICO		
Graphics '91	Milano	5-8 Feb. 1991

SMAU is one of the most important exhibitions in the international computer field. Each year, about 180,000 visitors come to see exhibits by IBM, Olivetti, Bull, Compaq, Toshiba, Zenith and Apple. Commodore, of course, will be present at this, the 27th SMAU, with a new booth emphasizing the PC line as well as our latest announcements such as the A3000.

As part of our plan to increase awareness of Commodore Italiana and improve our distribution situation, we have mailed a four-minute videotape and an invitation to our booth to 5000 targeted SMAU attendees. The tape, which was produced entirely with the Amiga, demonstrates the Amiga's graphics and multimedia capabilities.

For the first time, Commodore will take part in IBTS, an international fair specializing in broadcasting and telecommunications. We plan to introduce the Amiga line in highly specialized vertical markets such as desktop video, graphic animation and titling. We also plan to demonstrate our serious commitment in a new growing market by showing our best



The product literature from Commodore Italiana follows the same design as that of most of the European subsidiaries. Inside, a sans serif typeface and wide line spacing continue the sleek and spare look common in current European design.

multimedia products.

Organization

Commodore Italiana is organized as follows:

- Consumer Sales
- Systems Sales
- Technical Support
- Marketing
- Administration

CONSUMER SALES – Led by Albino Bertoletti, the consumer division sells the C64, the A500, the A2000 and the PC10 through 40 computers via 300 Commodore Point stores and via 10 regional distributors.

PROFESSIONAL SALES – The professional systems division, led by Luciano Lini, is focused on selling the PC40 through 60 and A3000 computers via professional dealers. These dealers provide "turnkey" service and hardware/software maintenance.

TECHNICAL SUPPORT – We consider technical support to be vital to our success. Led by Moreno Zampolli, the group is responsible for providing incoming inspection, quality control, board swapping, developer support, as well as ensuring service to end users via about 50 Commodore service centers for the consumer line and via professional dealers for the professional line. In addition, the technical organization covers technical training, the technical hotline, spare parts, new product evaluation and compatibility testing.

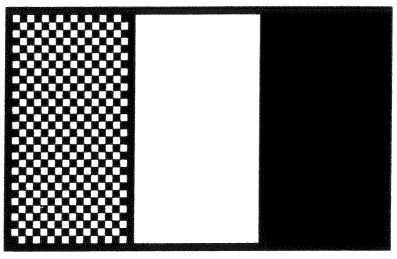
MARKETING – Werter Mambelli, the general manager of Commodore Italiana, is also acting director of marketing. This department covers areas related to product positioning, pricing, competition and communication, as well as assuring good product knowledge both inside and outside the company, identifying new distribution channels, organizing events and guaranteeing public visibility.

Commodore Point Support is a consumer-oriented branch of the marketing division which handles documentation and manuals delivery, as well as organization of periodic meetings, seminars, conventions and training courses.

The marketing division is growing rapidly. In just a few months we went from a one-person department to six people:
Reporting directly to Werter Mambelli:

- Stefano Lamon – application marketing manager;
- Nicoletta Toniutti – marketing development manager,
- Carlo Zambellini – product marketing manager.

ADMINISTRATION – The administration division, led by Piero de Lorenzi, is responsible for order entry, invoicing, personnel administration, credit collection, data processing and accounting. This division includes the financial controller.



The address is:

Commodore Italiana SpA
Viale Fulvio Testi, 280
20126 Milano MI
ITALIA
Tel.: (39) 2-661231
Fax: (39) 2-66101261
Hotline: (39) 2-66123237 ▲

Stefano Lamon also contributed to this article.

TRADE SHOW TIPS

Exhibiting your wares at trade shows can be a great way to introduce your company's products to a targeted audience. Whether it's Amiga-specific or industry-specific, a good show can really make a name for an emerging product. That, however, does not happen by accident – advance planning is the only way to ensure that you're getting your money's worth.

by Susan West

Deciding to Exhibit

To help decide whether a particular show is worth attending, contact the show's management company to request an exhibitor's prospectus. This should be done as far in advance of the show as possible. You'll want to learn how many and what type of attendees the show is expected to draw. If it's an industry show, such as the National Educators Computing Conference, you'll also want to find out the attendees' positions and level of responsibility (e.g., Are the attendees teachers or administrators? How much influence does the attendee have on the buying decision?) If it's a show for consumers (like AmiEXPO or World of Amiga), determine how the show management company will promote the event.

You'll also want to know which of your competitors are planning to exhibit. But be careful. Exhibiting is expensive; just because the competition will be there doesn't mean you'll get a return on your investment by exhibiting. The first time around, it may be wise to just attend the show to take a closer look without going to the expense of exhibiting.

Budgeting

If you decide that the show's audience demographics match your target audience, you're ready to commit to exhibiting at the show. It's time to review your exhibitor's kit. The first thing you'll want to do is to set a budget for the show.

When considering how much your participation will cost, you'll need to estimate the cost of the following items:

- Booth space rental
- Booth costs
- Design
- Building
- Shipping (booth, equipment, literature)
- On-site labor
- Drayage

Susan West is marketing support specialist for CATS. She has worked her share of trade shows.

- Electric
- Phone
- Rentals (furniture, plants, A/V equipment)
- Security
- Cleaning
- Photography
- Promotion
- Advertising/PR agency fees
- Advertising (media buys, production)
- Literature design/printing
- Press kits
- Press conference
- Giveaways
- Personnel costs
- Travel
- Expenses
- Time lost in office
- Hospitality suite
- Food/beverage
- Service charges

Selecting the Booth Space

You should reserve your booth space and send a deposit to the show management as soon as you've decided to exhibit at a show. This should be done as much as a year in advance of the show in order to obtain the most visible space, since many show management companies allocate space on a first-come, first-served basis. (Another method of allocating space is via a seniority system. If you've exhibited at the show before, you may have priority over new exhibitors. The size of the booth space you previously rented will also affect your leverage when selecting booth space.) In any case, it's a good idea to send your contract and deposit check by registered mail, so that you are sure of when it was received.

TRADE SHOW TIPS

Don't underestimate the importance of booth selection. As in selecting any kind of real estate, the three key elements of trade show success are location, location and location. You may have the hottest product at the show, but if it's in an obscure location, your money is being wasted.

Smaller exhibits are often relegated to the outer aisles of the exhibit floor, but don't think that because you can only afford a 10' x 10' booth, location doesn't matter. If possible, try to situate your booth near a larger company who is guaranteed a lot of traffic. At an Amiga show, for example, you would be wise to get as close to Commodore's booth as possible. Another good location is near a show entrance, but make sure that the doors indicated on the floor plan will be open during show hours. Even rest rooms and food service areas generate traffic.

Carefully inspect the floor plan of the exhibit area for obstructions such as pillars that may be in the booth area. You may be required to make a second and even third choice selection in case your preferred booth space has already been reserved.

Besides the booth, there may be other opportunities to promote your company at the show. Show management can provide information about seminar sponsorship, giveaways printed with your company's name or opportunities for advertising in show dailies. Consumer shows sometimes offer door prizes to attendees.

Pre-Show Planning

Once you've committed to exhibiting, it's never too early to make hotel and travel reservations. Hotel rooms at the most desirable locations (and rates) can go quickly. It is usually best to reserve rooms for your staff at the hotel at which the show or conference is being held. You may be tempted to try to save

money by looking for cheaper rooms nearby, but you should also consider the cost and availability of transportation to the show. The convenience of staying at the show hotel is also important for staff members who will probably be putting in some long days over the duration of the show.

When reserving rooms, remember to take into consideration any hospitality suites or conference rooms you may need. Hospitality suites can be very expensive, but they can often be useful in "previewing" a product to a selected audience away from the show floor. Having a secluded area away from the hectic exhibit hall can also be useful in closing sales.

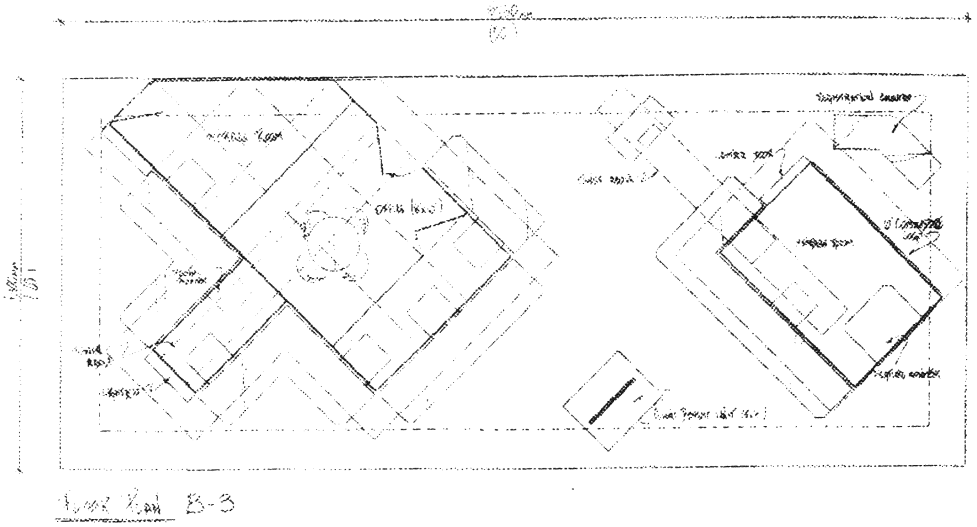
For some shows it may be necessary to make hotel reservations through show management rather than dealing directly with the hotel. This happens more often at larger shows where the management company must allocate sufficient rooms for exhibitors while reserving rooms for attendees. If you are reserving rooms through show management, you should also confirm your room assignments with the hotel when you receive them.

During the early stages of planning the show you're likely to be much less harried than as the date of the show approaches. Make use of this time to complete your orders for exhibition services. These forms will have been included in your exhibitor's kit. You may need to order labor, electricity, phone service, furniture, plants, lead imprinters (those credit card/form machines), signs, cleaning services and security. By completing these forms well in advance you can save considerable amounts of money and time (it *always* costs more and takes longer to make these arrangements *at* the show).

TRADE SHOW TIPS

Find out from show management if a mailing list of attendees is available (or even a list of last year's attendees if the show is likely to attract the same audience). Direct mail can be very effective in drawing prospects and press representatives into the booth. Invite your best prospects from the mailing list to call in advance of the show to set up an appointment for a one-on-one demonstration in the booth or the hospitality suite.

You might want to give attendees some added incentive to come to your booth. At last fall's massive COMDEX convention, one



imaginative firm offered in-booth foot massages. While the gimmick did draw attention (and traffic), it would probably be wiser to attract prospects who have a genuine interest in your display.

If you are renting audio-visual equipment on-site or borrowing equipment from Commodore, now is the time to put in your request. If Commodore is planning to exhibit at a show, you can sometimes make arrangements to borrow Amiga hardware for your exhibit if you give enough notice. Commodore's education department also runs a hardware loaner program for developers participating in shows in that market. Always call to confirm your order at least a week before the show.

Try to predict emergencies that may arise at the show. Before leaving your office make a list of emergency suppliers such as the nearest Amiga dealer, Radio Shack, Federal Express office and photocopy facilities.

Assemble the supplies you'll need in the booth. There are never enough pens, and you'll probably need markers, letterhead, note paper, phone message books, stapler, staples, scissors, cleaning supplies, cellophane tape, packing tape and plenty of pre-printed return shipping labels. A wise show planner keeps a basic first aid kit and tool kit on hand as well.

TRADE SHOW TIPS

Press Kits

If you're announcing a new or upgraded product or service at the show, you'll want to prepare a press kit. The kit should include a straightforward description of the newsworthy item, your booth number, a contact name for more information, your company's name, address and background, the date, and (if applicable) black and white prints and/or color transparencies or slides. The press release(s) should be neatly printed (double-spaced) and copied onto your company's letterhead.

An ample number of press kits should be left in the exhibit hall's press room, in your booth and in your hospitality suite.

Planning Your Exhibit

The first step in planning your exhibit is to familiarize yourself with the rules of the show. Be aware of any restrictions of the facility (such as maximum height) that may impact the design of your booth. It's also very important to know about fire and safety regulations that may determine the type of materials that may be used for signs, displays and booth materials.

Think about the demographics of the audience expected to attend the show. If it's a consumer show, your main objective may be to sell product. At an industry show you may want to introduce a new product. Your objec-

tives will determine the layout of your booth. Do you want attendees to be drawn into the booth, or do you want a "storefront" approach or some combination of the two layouts?

Work out a preliminary booth layout which indicates where each computer station will be located and where electricity will be run. If you need telephones in the booth, indicate on the layout where they will be. Think about how your literature will be displayed. It tends to get messy when placed on a tabletop, so you'll need to consider how to situate literature racks so that they're convenient to your prospects and to your staff for replenishing.

You'll also want to map out areas for literature and product inventory storage. Accessible storage is always at a premium in the booth; make sure that your design allows for "wasted" space under computer stations or the information desk to be used for storage of literature and supplies. If you'll be selling your product in the booth, you'll need to set up an area for receiving cash from customers. You should also set aside a tabletop area for taking leads.

Once you have a preliminary layout in hand, you'll want to contact exhibit and graphics designers for cost estimates. There are many manufacturers who specialize in portable or modular booths for trade shows (some are listed at the end of this article). You may also be able to rent some type of booth from the exhibit company. If you choose to rent the "standard" curtained or hardwall booth from the exhibit company, invest in professional signage to set your booth apart from the crowd. If your company plans to exhibit at shows on a regular basis, you'd be wise to look into purchasing a portable booth – they're easy to set up and can make a very professional impression.

You'll need to check with your company's insurance carrier to make sure that your employees and equipment will be covered at off-site locations. Some show management companies require that you provide proof of liability insurance.

TRADE SHOW TIPS

Preparing Show Personnel

It's important to prepare your booth staff for the show. A few weeks before the show, prepare a bulletin for employees working the show. This document should include the goals you've set, the exhibit hours, the manning schedule (including setting up and dismantling the booth), where staff members can pick up exhibitor badges, dress code (recommend comfortable shoes!) and expected behavior (it's a good rule to prohibit eating, drinking and smoking in the booth). Make sure that your staff is familiar with your company's travel and expense policies, and provide them with hotel and travel (air and ground transportation) information as necessary.

While still in the office you should meet with your staff to go over your company's goals for the show and how they will be measured. Discuss how to qualify customers and how to handle VIPs, press inquiries, and competitors in the booth (let them know what the color-coded badges represent). Review questions they can expect to be asked on the show floor and appropriate answers. Even if only some booth personnel can handle demonstrations, everyone working in the booth should be well versed on price, availability, features and benefits of the products you're displaying. Remind everyone to take plenty of business cards.

You'll want to meet with the booth staff

again a day before the show to go over any last-minute instructions. For example, make sure everyone knows how to use the lead imprinter and what security measures need to be taken in the booth at the end of each day. This is a good time to review the duty roster to assure that your staff knows exactly what time to be at the booth.

When scheduling booth personnel, try to keep a good mix of technical, sales and administrative people in the exhibit, and be careful to schedule coverage for lunch and breaks as well as time to visit other exhibits.

Set Up

Before setting up your booth, find out from show management if union regulations have an impact on who can set up your booth.

Show management will generally store empty boxes for you during the show. They'll provide "empty" labels to assure that your boxes come back for tear down. Use this service *only* for empties or you'll risk damage and/or loss of the boxes' contents.

TRADE SHOW TIPS

During the Show

Periodically look over your booth to make sure you're presenting the right impression. Does your booth look inviting? Is your staff alert for prospects? Are the literature racks stocked? Do the trash cans/ashtrays need to be emptied? Have the monitor screens in the booth been dusted? Any of these details can affect the image you project. Be aware of how your booth looks to passers-by.

Check the press room at least twice a day to make sure your press kits are in stock.

Over the course of the show you may find it necessary to adjust your manning schedule to cover busier times. Make sure you communicate these changes to all effected personnel. As a rule, the last day of the show is least hectic so it's a good time to schedule booth staffers to see the show.

You may need to make your booth selection for next year's show during the show. Find out from show management when, where and in what priority booth selection will take place.

Tear Down

When the show is over, make sure that everything you are packing to ship home is clearly labeled as to contents and destination.

Remove or cover old shipping labels to avoid confusion. Take care to have your bill of lading properly filled out.

After the Show

The first thing to attend to when you get back to the office is following up on the leads collected at the show.

The other important after-show activity is to meet with the booth staff to critique every aspect of the show. Were the attendees the right audience for your product? Was the layout of the booth conducive to traffic flow? How about the booth's location? Review problems and successes. This is also a good time to share information on the competition that may have been gleaned at the show. The goal here is not to give yourselves a pat on the back for doing a terrific job, but to come up with some ideas to make the next show even more successful.

Evaluating

You'll want to know how many qualified people you will be reaching with your exhibit message, how large a target audience, how many prospects will actually listen to your message, how great the recall, how many

leads and how many sales you will obtain directly or indirectly. Compare the results not only to data collected from other shows, but also to the cost of print advertising and direct mail. Did the direct mail campaign draw more responses than the trade show? Which effort resulted in more sales? Don't forget to factor in the costs of travel, expenses and having your show staff out of the office.

According to the Trade Show Bureau, the average cost-per-visitor-reached at trade shows between 1987-89 was $89.37 (without travel and personnel expenses factored in), and the number of trade shows doubled to 9,000 between 1978 and 1988. With the number of shows proliferating and cost of exhibiting rising, it's more important than ever to be able to evaluate a trade show's worth to your company.

With extensive pre-show planning and making the most of your time at the show, trade shows can still provide a valuable component in your marketing mix. It takes a systematic, disciplined approach to capitalize on trade show opportunities in the '90s.

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The following manufacturers specialize in portable or modular displays. In many cases the manufacturer will be able to direct you to a local representative with a showroom in your area.

Contempo Design, Inc.
3600 Woodhead Drive
Northbrook, IL 60062
(312) 291-1620

Exponents
3280 Kurtz Street
San Diego, CA 92110
(619) 298-6473

ExpoSystems
3203 Queen Palm Drive
P.O. Box 5086Y
Tampa, FL 33675
(813) 623-2402

Glenn Godfrey Communications, Inc.
8724 Glenwood Avenue
Raleigh, NC 27612
(919) 782-7914

Impact Exhibits, Inc.
250 Dayton-Jamesburg Road
Dayton, NJ 08810
(201) 274-2000

Jay Display
1045 Tenth Avenue
San Diego, CA 92101
(800) 821-4354; (800) 621-2545 (in CA)

Panelglide Exhibit Systems
2023 West Carroll Avenue
Chicago, IL 60612
(312) 421-3605
(800) 247-4350

Radius Portable Panel Systems
Hana Design
16 Lesmill Road
Don Mills, Ontario, Canada M3B 2T5
(416) 445-0950

Skyline Displays, Inc.
P.O. Box 1408
St. Paul, MN 55111-0408
(612) 894-3240
(800) 328-2725 (outside MN)
(800) 361-3632 (in Canada)

Taylor Manufacturing
55 Vansco Road
Toronto, ON M8Z 5Z8
(416) 251-3155

TigerMark
119 Braintree Street
Allston, MA 02134
(800) 696-9300 ▲

Documentation Digest

Sprechen sie Amiga?

Dr. Peter Kittel from the staff of Sales Support Dokumentation at Commodore Buero-maschinen GmbH, Frankfurt, is putting the finishing touches on his English/German glossary. The work includes translations of general computer and specific Amiga terms, all the DOS error messages and the Workbench menus and messages. It also features some general rules for nationalization and special hints for the German language. This work is intended to help developers and translators provide documentation that is true German and speaks in the same terms as the official German Amiga manuals.

In Germany, the glossary is available for downloading via cbmger. The filename is *amigloss4.ger*, where "4" is the version number and subject to change. Dr. Kittel expects the glossary to be available to U.S. developers on BIX by November 1. For more information, contact Dr. Kittel in Frankfurt or Mark Green in West Chester. ▲

Au revoir aux circumflex

In June, France's High Council of the French Language handed over 15 pages of recommended spelling changes affecting about 1,200 words. Premier Michel Rocard called upon the schools to begin teaching the new rules in September 1991, but whether the changes will be accepted or not is uncertain.

The most noted of the proposed changes involve the virtual elimination of the hyphen and the circumflex. The hyphen would be left out of most words including many foreign words which have been incorporated into the language. Hyphens would be added, however, to numbers over 100, such as *cent-vingt-neuf*. The circumflex accent would be removed from most words except for some verbs such as *naître* and the word *sûr* when it is used to mean "sure." When *sur* is used to mean "on" it would not get a circumflex. Other words would simply be spelled differently.

A number of reasons have been offered for the proposed changes, but many feel it is an attempt to make French more attractive as an international language. ▲

An abbreviated style guide for English

What follows is a very basic subset of the style guide being used by Commodore to produce the new 2.0 documentation, with a few entries from our Unix documentation department. If you follow this guide in your documentation, it should make the process of becoming an Amigaphile smoother for all the newcomers to the platform and any new users of your software.

back up	Two words when used as a verb. Example: *Back up your hard disk often.*
backup	One word when used as a noun or adjective. Example: *Always make a backup copy of the original program disk.*
choose	"Choose" is what you do with menu options. "Select" is what you do with icons.
Ctrl-Shift-Q	In the 2.0 manual, alphabetical keys are specified with an uppercase letter and the word "key" is not used. Example: *Press Q and then press Return.* Non-alphanumeric keys appear in the manual as they do on the keyboard (Esc, Del, Alt, Ctrl, Caps Lock, Help), with the exception of "Backspace," "Return" and "Shift." Key combinations are separated by a hyphen, and uppercase letters are specified by the *Shift* combination. Example: *Ctrl-O will move the cursor to the end of the line, but Ctrl-Shift-O will move the cursor to the end of the file.*
cursor keys	Used to describe the arrow keys on the keyboard. The exact terms are: left cursor, right cursor, up cursor, down cursor.
delete	Use this term rather than "discard."
deselect	Use this term rather than "unselect."
DF?:	Captialize *DF*, *DH* or *FH* in disk drive or hard disk designations.
disk	Use this term rather than "diskette."
double-click	Hyphenate it.
filename	One word.
<filename>	Use brackets when information should be substituted. In this example, *<filename>* is just a placeholder for the actual filename.
hard disk	Two words. Use this instead of "hard drive."
hold down	Use this to mean "press continually."
log in	Two words when used as a verb. One word (login) when a noun. See entry for "backup."
menu button	Used to describe the right mouse button. Use a lowercase *m*.
multitasking	One word.
pointer	Use a lowercase *p*.
press	Use this term when instructing the user to hit a key. Example: *Press Shift-H for help.*
select	Used when instructing the user to utilize the left mouse button. See "choose." Example: *Select the icon marked "run me."*
selection button	Used when referring to the left mouse button. Use a lowercase *s*.
Shell	Capitalize the *S*.
Tool Type	Two words. Capitalize both *T*s.
type	Use this term rather than "enter" or "key in." Example: *Type your password in the Shell.*
username	One word.
wildcard	One word.

AmigaMail Market *will support this style guide. For all other questions of style, we refer to the* Associated Press Stylebook – *a useful and easy-to-use guide. For information on purchasing one, call the AP at (212) 621-1500.*

Software packaging for real kids in real classrooms

by Ann Lathrop, PhD

It's been a busy Friday in the computer lab/classroom/library and I'm cleaning up the place before I go home . . . oops . . . a few problems are going to slow me down!

1. Where's *The Last Dinosaur*? I know it's the program in a big blue box. Oh, yes, the box is too tall to fit on my shelf so I've turned it on its side – now the title doesn't show. No wonder Mary couldn't find it this afternoon.

2. What's this card lying on the floor? 2 X 3 = 6 Right, but there's not a clue to tell me the title of the program or even the publisher, so how can I ever get this one little flashcard back into the right box or binder?

3. I'd better be sure all the disks, the manual and other items are back in this binder before I put it back on the shelf. Why isn't a list of the contents here in the front? Something may be missing and I'll never know it.

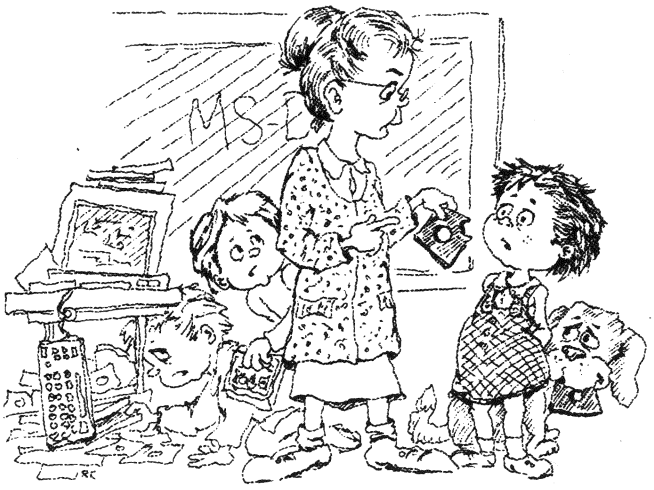
4. This disk is bent! How did that happen? It looks like the book packaged with the disks has slipped out of its holder and jammed against the disk.

5. Why would anyone ever use a ziploc bag for packaging? They tear, they don't protect the disks, and they don't fit on the shelf. I'll put this in a binder – what a bother!

6. Now just look at this box. Someone sat on the lid and it's crushed out of shape.

7. Let's see, this is the TOO BIG BOX that has to go up on top of the bookshelves. Too bad – it's a good program but most of the teachers forget to look up there for it.

8. This is the last straw! My favorite new multimedia program and all nine of the items are crammed back into the wrong places. ▲



Ann Lathrop is an associated professor at the California State University, Long Beach.

Illustration by Robert Clark

SPA figures show strong Q2 in software industry

Figures compiled by the Software Publishers Association show that the second quarter of 1990 was the industry's strongest since 1988.

The SPA data showed that sales of software by U.S. companies increased by 35 percent over Q2 1989. Growth was stronger for international sales than domestic.

Other notable stats from the SPA:

- MS-DOS sales increased 36.2 percent.
- Macintosh sales increased 5.1 percent.
- MS-DOS growth surpassed that of Macintosh for the first time, which the SPA attributed to the success of Microsoft Windows applications.
- Macintosh DTP software sales jumped 101 percent.
- MS-DOS entertainment software sales were up 80.6 percent.

For more information on the SPA, call (202) 452-1600.

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West Eases Technological Restrictions to the East Bloc

The Amiga and other state-of-the-art microcomputers can now be exported more easily to the Warsaw Pact nations and China, due to a major easing in restrictions by a multinational watchdog group.

The Coordination Committee for Multilateral Export Control -- known as Cocom – formed during the Cold War to restrict technolgical exports to the East Bloc. Now, due to the changing political climate and lobbying by Western companies, Cocom has relaxed its restrictions for the first time in its 40-year history. Previously, a company seeking to export any product that fell within 116 restricted categories had to seek a special license. The new ruling removed 30 of those categories from the list and, in particular, eliminated the need for export licenses for personal computers with speeds up to 275 megabits per second. Under the old rules, analysts had predicted that 8-bit technology, such as the C64, would be a big player in the opening markets.

In the ruling, Cocom gives preferential treatment to Hungary, Poland and Czechoslovakia with the stipulation that these countries implement systems to keep sensitive technology from being re-exported to the Soviet Union. Cocom also agreed to remove most of the remaining restrictions on East Germany.

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Carmen's Next Stop: PBS

Look for the ever-elusive Brøderbund sleuth to make an appearance on the Public Broadcast System next fall. Brøderbund is working in conjunction with PBS affiliates WGBH Boston and WQED Pittsburgh to develop a game show for children based on the best-selling *Carmen Sandiego* series. As you must already know, Carmen and her band of thieves gallivant around the USA, Europe, the world and, most recently, through time and along the way teach young detectives about geography. The half-hour show, which is scheduled to air nationally Monday through Friday beginning in the Fall 1991 season, will feature three teams of contestants.

"This is the first time a software character has been used as a basis for a television game program," said Ed Auer, Brøderbund's president. "The Carmen Sandiego series fits naturally with public television; the game show tests viewers' knowledge of geography using a very entertaining format. I think television audiences will feel challenged to out-guess the contestants."

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Where in the Casino Is Carmen Sandiego?

An Australian company reportedly plans to open a casino where patrons wager on the outcome of Amiga video games. The Australian magazine *Business Review Weekly* said the TAB (Totalisator Agency Board), which runs a chain of betting shops, has purchased over $1 million in Commodore equipment which it plans to use in an elaborate gaming parlor in the Rialto Hotel in Melbourne. The center would feature touch-screen terminals and electronically-coded plastic cards, in place of cash, which automatically keep track of gains and losses. About 175 games will be offered and each terminal will allow access to five of them. In a golf game, for example, a player could bet on his making a hole-in-one. Payouts would increase with the difficulty-level of the shot. A spokesperson estimated that revenues should exceed $120 million in the first year.

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AmiEXPO Dealer Seminars

AmiEXPO has announced that future shows, including the Anaheim show October 5-7, will include dealer seminars. Developers interested in teaching dealers about their Amiga products should contact Joe Lowery at (800) 32-AMIGA or (914) 741-6500. The program is co-sponsored by Micro-PACE Distributors.

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Over 150 Firms Listed in Preliminary AmiShow Cologne Exhibitor List

A preliminary exhibitor list for the AmiShow to be held in Cologne, November 8-11, named over 150 firms which had reserved booth space. Some of the companies on the list were: Commodore, Gigatron, Kupke Computertechnik, New Tek, Supra, NEC Deutschland GmbH and Migraph. Last year's AmiShow in Cologne drew an unexpected 35,000 visitors. This year's show will expand to two halls. The first day is for dealers only. For more information contact: AMI Shows Europe GmbH, Zugspitzstraße 2A, 8011 Vaterstetten, West Germany; or fax (08) 1-634094.

-Gunda O'Neal

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Spreading the Word

The July issue of *Computer Graphics World* included several letters (the editor noted that those printed were "just a few of the comments [they]'ve received lately") exhorting them to increase Amiga coverage. *CGW* knows a groundswell when it sees one and has promised an in-depth review of the A3000 in an upcoming issue and a monthly Amiga column. Developers of Release 2-compatible graphic software are encouraged to send press releases and review copies to *CGW* columnist:

James Flinn
Action Video Production
9241 W. Allyn, Suite B
Milwaukee, WI 53224 ▲

TRADE SHOW SCHEDULE

EUROPE

*10/3-10	Kontor & Data '90	Copenhagen
*10/4-8	SMAU	Milan
*10/15-19	5th Unix Forum	Vienna
10/16-18	European Training Technology Event	The Hague
10/16-18	Software Development	Paris
*10/18-22	IBTS	Milan
*10/19-21	Musik Fachmesse	Graz, Austria
10/23-25	Softfair 90	Gent, Belgium
*10/22-26	Systec	Munich
10/24-27	Logic Computer Show	Lugano, Switz.
*10/25-30	Orgatechnik	Cologne
10/30-11/1	Elec. Data Interchange	London
11/6-8	Computer Graphics	London
11/6-8	Desktop CAD	London
11/6-8	Electronic Displays	London
*11/8-11	AMIGA '90	Cologne
11/14-16	UNIX	Stockholm
*11/16-23	SIMO	Madrid
11/20-22	Kommunik./Info/Teleteknik	Sweden
11/28-30	The DTP Show	London
12/6-9	Computer Shopper	London
*2/13-15/91	European Amiga DevCon	Milan
*2/5-2/8/91	ICO Graphics '91	Milan
*3/13-20/91	CeBIT	Hannover

NORTH AMERICA

*10/5-7	World of Amiga	Chicago
10/5-7	AmiEXPO	Anaheim, CA
*10/10-13	Software Pub. Assoc.	New Orleans
10/11-12	Ed. Cptng. Conf.	Beechwood, OH
10/14-18	American School Business Officials	Toronto
*10/14-17	EDUCOM	Atlanta, GA
10/17-19	American Soc. for Training & Development	Baltimore, MD
10/17-20	Natl. Office Products	Chicago
10/18-20	Comp. Using Educators	Santa Clara, CA
10/25-27	Comp. Using Educators	Lake Charles, LA
10/25-27	North East Comp. Fair	Boston
10/29-11/4	Amer. Assoc./Adult Ed.	Salt Lake City
11/1-4	Speech Com. Assoc.	Chicago
11/7-9	MATRiiX 12	Milwaukee, WI
11/7-9	Making Schools More Productive	Dallas, TX
11/12-16	COMDEX	Las Vegas
*11/16-20	Natl. Alliance of Black School Educators	Dallas, TX
11/14-18	Natl. Assoc./Gifted Childrn	Little Rock, AR
11/14-17	Natl. Mid. School Assc.	Long Beach, CA
11/15-18	Natl. Assoc. for Educ. of Young Children	Washington, DC
11/16-19	Amer. Speech Lang. & Hearing Assoc.	Seattle, WA
11/16-19	Natl. Counc./Soc Studies	Anaheim, CA
11/16-19	Natl. School Supply & Equip. Assoc.	New Orleans
11/16-21	Natl. Teachers/English	Atlanta, GA
11/18-20	MECC '90	Minneapolis
11/26-30	Video Expo	Orlando, FL
*11/30-12/2	World of Commodore	Toronto
11/30-12/4	Amer. Vocational Assoc.	Cincinnati, OH
12/5-7	Natl. Assoc./Gifted Childrn	Rosslyn, VA
*1/10-13/91	Consumer Electrnics Show	Las Vegas
1/14-15	Assoc. of Amer. Publishers (School Division)	Boston
1/16-19	Amer. Council/Education	San Francisco
1/31-2/2	Computers & Reading & Learning Difficulties	San Francisco
2/5-8	Fla. Educ. Tech. Conf.	Tampa, FL
2/13-16	ICIA Commun. & Tech.	Orlando, FL
2/14-16	INFOCOMM Intl.	Orlando, FL
2/15-17	AmiEXPO	New York
3/1-4	Amer. Assc./School Admin.	New Orleans
3/4-8	Video Expo	San Francisco
3/7-8	SIGCSE Tech. Symp.	San Antonio, TX
3/8-12	Natl. Assoc./Secondary School Principals	Orlando, FL
3/16-19	Assoc. for Supervision & Curriculum Development	San Francisco
*3/17-20	Software Pub. Assoc.	San Francisco
3/18-20	Microcomp. in Ed. Conf.	Jackson, MS
3/19-23	Amer. Soc. for Training & Development	San Francisco
3/27-30	Natl.Business Ed. Assoc.	Nashville, TN
3/27-30	Natl. Science Teachers	Houston, TX
4/1-5	Counc./Exceptional Childrn	Atlanta, GA
4/1-4	Natl. Catholic Educ. Assoc.	Boston
4/5-7	World of Amiga	New York
4/4-7	Ed. Dealers & Supl. Assoc.	Cincinnati, OH
4/6-11	Music Teachers Natl. Assc.	Miami
4/6-10	Natl. Assc./College Stores	Indianapolis, IN
4/6-10	Natl. Assoc. of Elem. School Principals	Anaheim, CA
4/13-16	Natl. School Board Assoc.	San Francisco
4/15-18	Natl. Assoc. Broadcasters	Las Vegas
4/18-20	Computers & Reading & Learning Difficulties	New York
4/22-25	NCGA	Chicago
5/5-6	ComputerFest	Somerset, NJ
5/6-10	Intl. Reading Assoc.	Las Vegas
5/13-17	Video Expo	Los Angeles
5/14-17	Natl. Assoc. of Trade & Technical Schools	Washington, DC
5/30-6/2	West Coast Computer Fair	San Francisco
6/17-20	Natl. Ed. Computing Conf.	Phoenix
6/20-23	Intl. Counc./Soc. Studies	Miami
6/22-25	Natl. PTA Convention	New Orleans
7/15-19	Video Expo	Chicago
7/29-8/2	SIGGRAPH	Las Vegas
9/14-15	Comdre/Amiga Users Fair	Valley Forge, PA
9/24-26	Video Expo	New York
10/4-6	AmiEXPO	Oakland, CA
10/5-6	World of Amiga	Rosemont, IL
*11/29-12/1	World of Comdre/Amiga	Toronto, ON

An asterisk (*) indicates that Commodore currently plans to exhibit at the show. This information is subject to change without notice.

Note: Commodore's 1991 North American trade show schedule was not finalized at press time. For more updated information, contact Susan West at (215) 431-9446.

FROM THE DESK OF Jeff Scherb

This year's North American DevCon is over, and I can honestly say that this was one of the smoothest conferences I have ever seen in my ten years of attending and planning events such as these. I was very impressed by the efforts of the Commodore team, and also by the number of developers who pitched in to make the conference a success.

I enjoyed the opportunity DevCon provided to meet and speak personally with many of you. The feedback I received was mostly in favor of the direction Commodore and the Amiga are taking. I left Atlanta with suggestions and encouragement from you to keep the momentum going. With your help, by continuing to improve your applications and peripherals, we will be able to keep this new Amiga momentum going and hopefully set new sales records in the coming year – both for the Amiga, and for your products.

We returned with many suggestions for improving the conference – too numerous to list all of them here *(see article on page 16).* Next year we plan to improve the timing of the conference (to avoid conflicts with other Amiga events) as well as the scheduling of the sessions (so you don't have so many hard choices to make). We have some ideas for new sessions that, along with the improvements planned for the marketing and business sessions, should make the next DevCon even better.

Where will DevCon be next year? The tradition is that we alternate between coasts, so we're looking for a suitable location west of the Mississippi. Stay tuned to *AmigaMail Market* for information on the next North American DevCon.

(Editor's note: Jeff was unable to complete this column due to scheduling conflicts. We had a printing date scheduled at the same time his wife had a due date. On September 11, Heather Scherb gave birth to a girl -- Kristen Elizabeth, 8 lbs., 4 oz., 22 inches. Congratulations to the Scherbs on their first child.) ▲

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